

BUSINESS & FINANCE

BUSINESS & INDUSTRY

BUSINESS PROFILE

Andra Carleton

Farfar's Ice Cream

Give a brief description of your business.

At Farfar's we make our own ice cream and no fat yogurt. You can order a cone, frappe, ice cream soda, hand packed pint or quart, root beer float and a sundae. We make 24 flavors and make a special flavor for the weekend.

How long have you been in business?

This is our 31st year in business. After purchasing this property we worked with my dad, Farfar, who was known as the guru of homemade ice cream. Dad worked at H.P. Hood and in the 50s developed the recipe for the ice cream base we use today. In the 70s Dad developed frozen yogurt for H.P. We have not changed our recipes in 31 years but our flavors change with suggestions from our staff and customers.

What should people know about you and your business?

Farfar's is a family business. My husband Stephen, our son Jason, and I know all the workings of the business. We are serious about running a local business and being successful. Our season is from early May right through to the day after Christmas

and on that day we have a 50 percent sale on everything. our shop.

What is the best business advice you ever received?

The best business advice was from Farfar who, after we were open and everything was starting to run smoothly said, "now we have to find a very good refrigeration repair man." We did and we still work with him 31 years later. Also, owning the property is wise.

Tell us a memorable story about your business.

We tucked a diamond ring into mint chocolate chip for a customer who took this to the beach one night and proposed. Watching the faces of one-year-olds tasting their first Farfar's ice cream is always fun for us. Talking with customers who moved away and came back for a visit years later and hearing them explain to their children how they came to Farfar's and the ice cream still tastes better than any other. Hearing stories from customers who were wearing the Farfar's T-shirt in some other town, state or country, and people coming up to them all excited because they have been in

If you could wave a magic wand and make any change in your industry that you wanted, what would it be?

Taking the meals tax of 6.25 percent off the pint or quart we hand pack would be a very welcome change. You do not have to pay that tax if you buy ice cream in the supermarket.

What's the best thing about your job?

The best of my job is knowing it is a successful company. Working closely with a terrific staff of young people. Having the winter months to recuperate.

So, how's business these days, anyway?

Business this season so far has been very successful. The weather this year is definitely in our favor.

Farfar's is open 11 a.m. to 10 p.m. seven days a week, after Labor Day it is closed Mondays and is open 11 a.m. to 9 p.m. the rest of the week. Farfar's is located at 272 St. George Street.